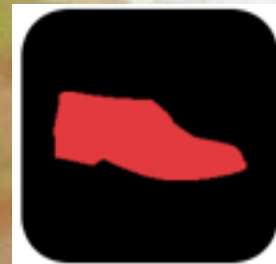


Investor presentation

www.wunsch-brautkleid.de

April 2013

bootstrapping.me





The Wedding is a multi Billion market in every country

German market

$$\begin{array}{rclcl}
 380.000 & \times & 25.000 \text{ €} & = & 9 \text{ bn €} \\
 \text{Weddings/year} & & \text{Turnover/wedding} & & \text{Market Size}
 \end{array}$$

European market

$$\begin{array}{rclcl}
 2.200.000 & \times & 15.000 \text{ €} & = & 33 \text{ bn €} \\
 \text{Weddings/year} & & \text{Turnover/wedding} & & \text{Market Size}
 \end{array}$$

US market

$$\begin{array}{rclcl}
 2.100.000 & \times & 40.000 \$ & = & 84 \text{ bn \$} \\
 \text{Weddings/year} & & \text{Turnover/wedding} & & \text{Market Size}
 \end{array}$$

Not every marriage is a wedding. Nevertheless, even for the register office the woman will need a dress.

The market is huge and highly underestimated. Additional large potential exists in Germany. Turkish people celebrate a wedding for days and a bride needs up to 7 dresses. Americans and the British pay twice the amount for the event.



Germany. Turkish people celebrate a wedding for days and a bride needs up to 7 dresses. Americans and the British pay twice the amount for the event. In almost every place of the world, the wedding is a major event.



One wedding costs up to 50k € on average

Engagement

Wedding

Honey Moon



Ring

Wedding Dress

Location

Catering

Band

Presents

Rings



Travel



Children

House

Family

Average costs for an mid-size Wedding

Wedding Dress & Accessoires Dress, shoes, jewelry, deessous, veil, etc.	2.700 €
Groom's Suit	1.000 €
The Wedding (avg. 100 guests, 200€ p. person) Location, music, catering, flowers, cars, etc.	20.000 €
Presents (avg. 100€ from each guest) For and from guests	10.000 €
Cards & Printing Invitations, ,thank you' cards, menu, etc.	1.500 €
Photographer Fee, priting, files, album, etc.	2.300 €
Wedding rings	1.000 €
Honey Moon	3.500 €
Wedding Planer	1.500 €
Additional	6.300 €
	<hr/>
	50.000 €

Example calculation

The wedding is one of the most cost intensive events of a woman's life. One. Couples tend to take up to 6 months off work, just to prepare and

pensive and she wants the best. Price is an argument, but not the final ding.



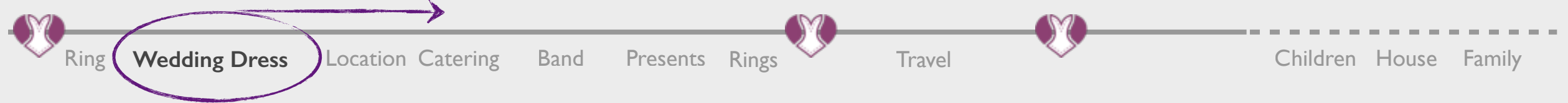


The Dress as our entry point to the customer's wedding cycle

Engagement

Wedding

Honey Moon



3 mm Google Searches for ,Brautkleid‘ per month

2 mm Google Searches for ,Hochzeitskleid‘

7 mm Google Searches for ,Hochzeit‘ and ,Heiraten‘



170 worldwide producers of wedding dresses
They do not sell directly to customers

6.000 German stationary retailers for wedding dresses
Typical SMB market, most of them sell offline and lack ecommerce & online marketing experience

k = Thousands
mm = Millions
bn = Billions

The first thing a woman will look for, is the wedding dress. It is the most important part of the whole wedding. She will search weeks for it, will try on dozens and ask her close friends to choose one with her. We want to help her find the perfect dress and tell her, where she can buy it.



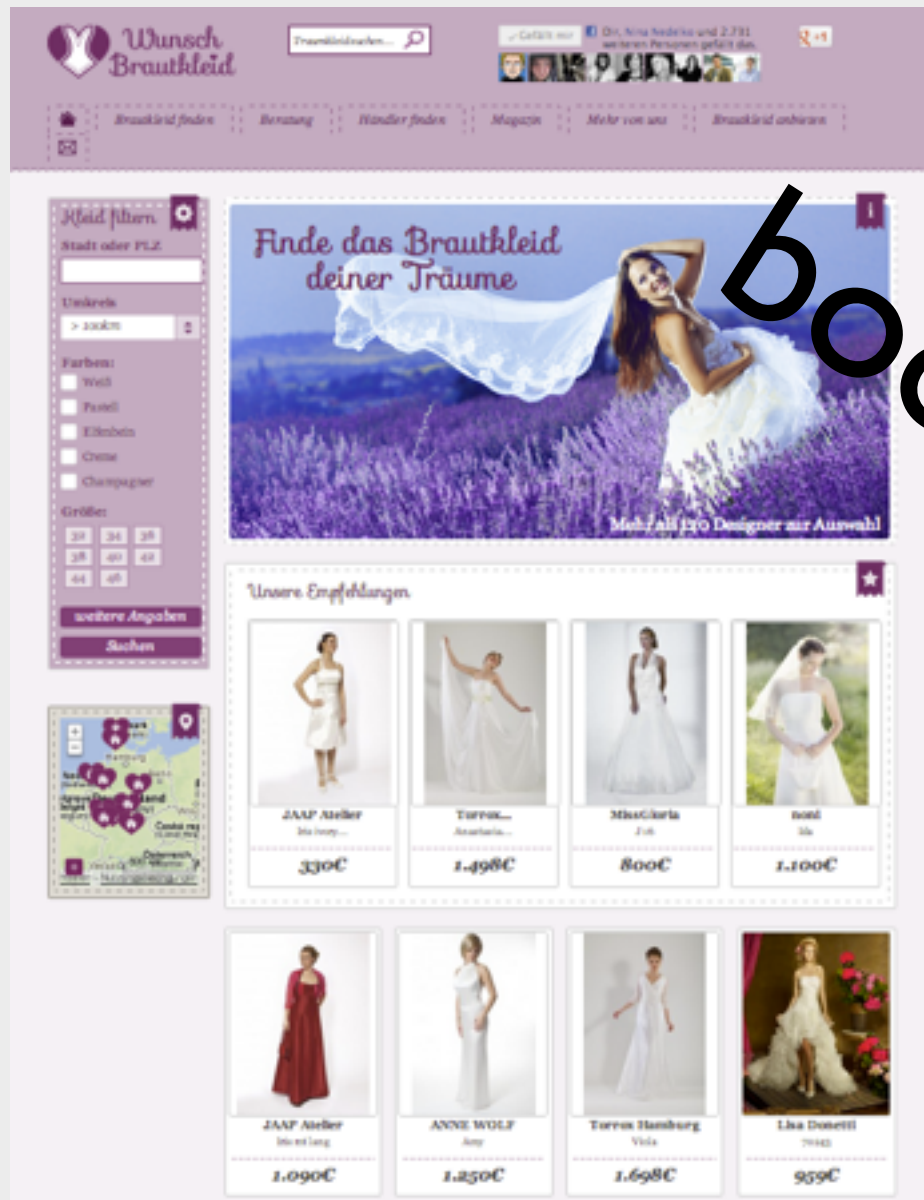


Once you find your perfect dress, you contact the seller

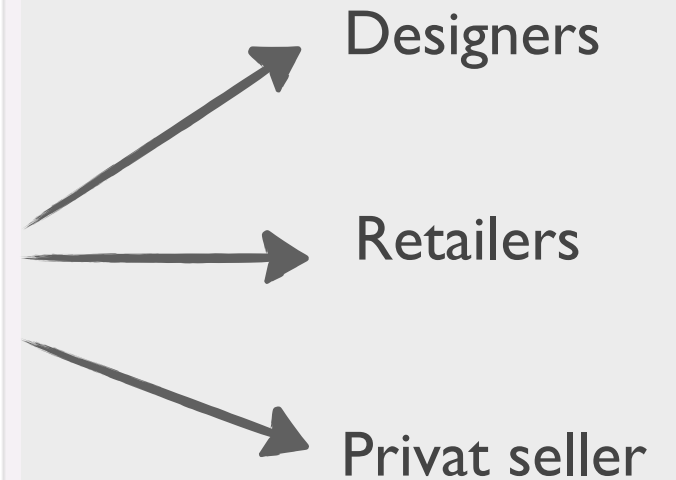
1. Inspiration and search

2. Discover your dress

3. Contact



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On our website you can find thousands of dresses from around 120 of the designer) or big brands (from the retailers). Our search algorithm

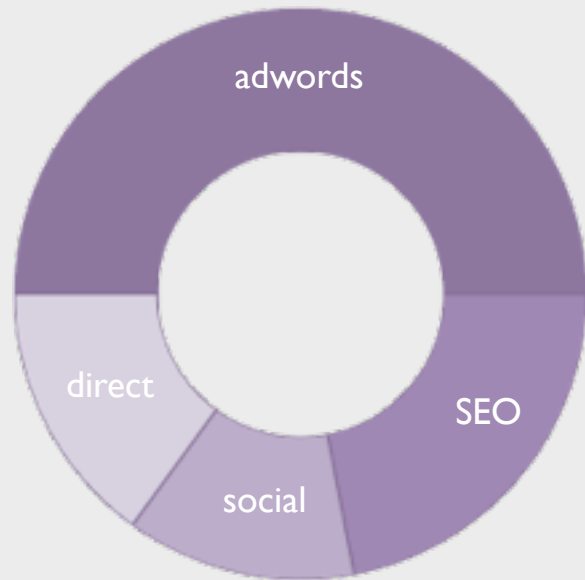
used and new wedding dresses, also customized dresses (directly from to find the right dress for her.





The first 90 days of traction with our current beta

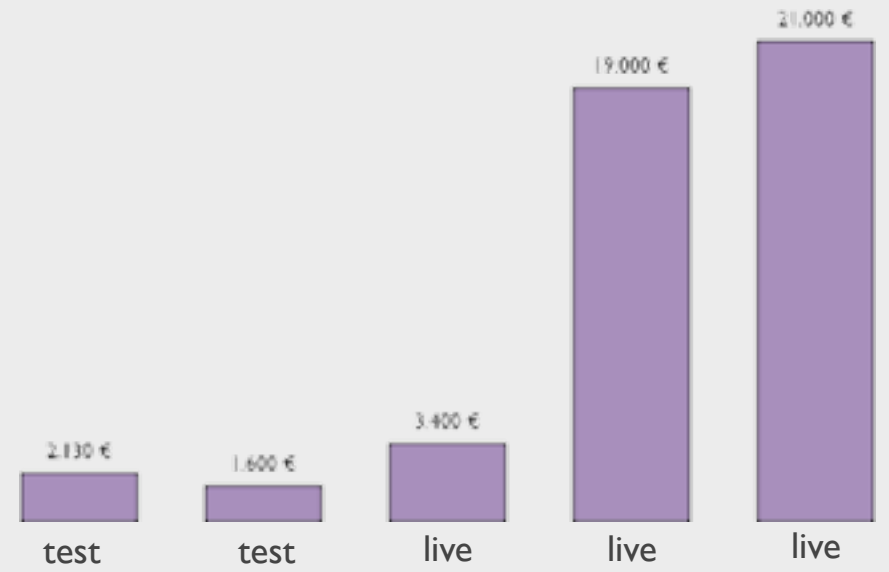
Visitors



Wedding Dresses



Transactions



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20.000
Unique visitors in Februar

650.000 €
Value of offered dresses

40.000 €
Value of initiated transactions

We tested with less than 1.000€ in marketing and achieved CPCs of 0,1€ with adwords, SEO and our social traffics, we can reach over 300.000 monthly unique visitors. The search volume is huge and we barely scratched the surface. With our current marketing budget of this year. Our conversion from landing page to published private dress is up to 18%.





After 45 days strong signs of traction for our social channels

Facebook

2.500 friends

Twitter

684 follower

Blog

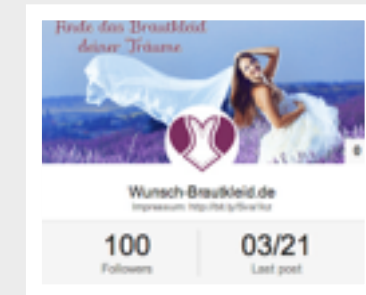
6.000 readers

Google Plus

100 follower

Pinterest

90 follower



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We see large potential in the social channels. Activity amongst users is | and already see great signs of traction. G+, Pinterest and our Magazine | our focus there. We started with Twitter and Facebook a few weeks ago | nels to reach young, unmarried women between 20 and 40.





We know Startups and are careful with money

Michael Heid



- Sevenload (Developer)
- Zalando (Freelancer)
- Returbo (Advisor)
- Home24 (CTO)
- ChicChickClub (CTO)

-
- 10 years as CTO and developer
 - Experience in female fashion ecommerce
 - Can lead large teams
 - Knows fast growing startups
 - Access to developers

Fabian Westerheide



- Bachelor University Münster
- Master University St. Gallen
- Founding employee Point Nine Capital
- Worked for Team Europe (Berlin), Bocar (Mexico)
- Entrepreneurial background

-
- Evaluated over 6.000 busines ideas
 - Managed 15 investments in 2 years
 - Well connected to the startup scene as Speaker (Gruenderszene.de), Jury (e.g. Seedcamp, TOA, Heureka), Angel Investments and www.bootstrapping.me

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1x Seamstress

1x Photographer

1x Blogger

2x Developer

2x Sales



Supporters

Advisors

Friends

Family

We work on this company for the last 9 months. Since we financed it b limited ressources. We have a good network in Berlin and the German

ve enough *skin in the game*. We are lean and maximize our ouput with ve already seen douzens of successful (and failed) Startups.



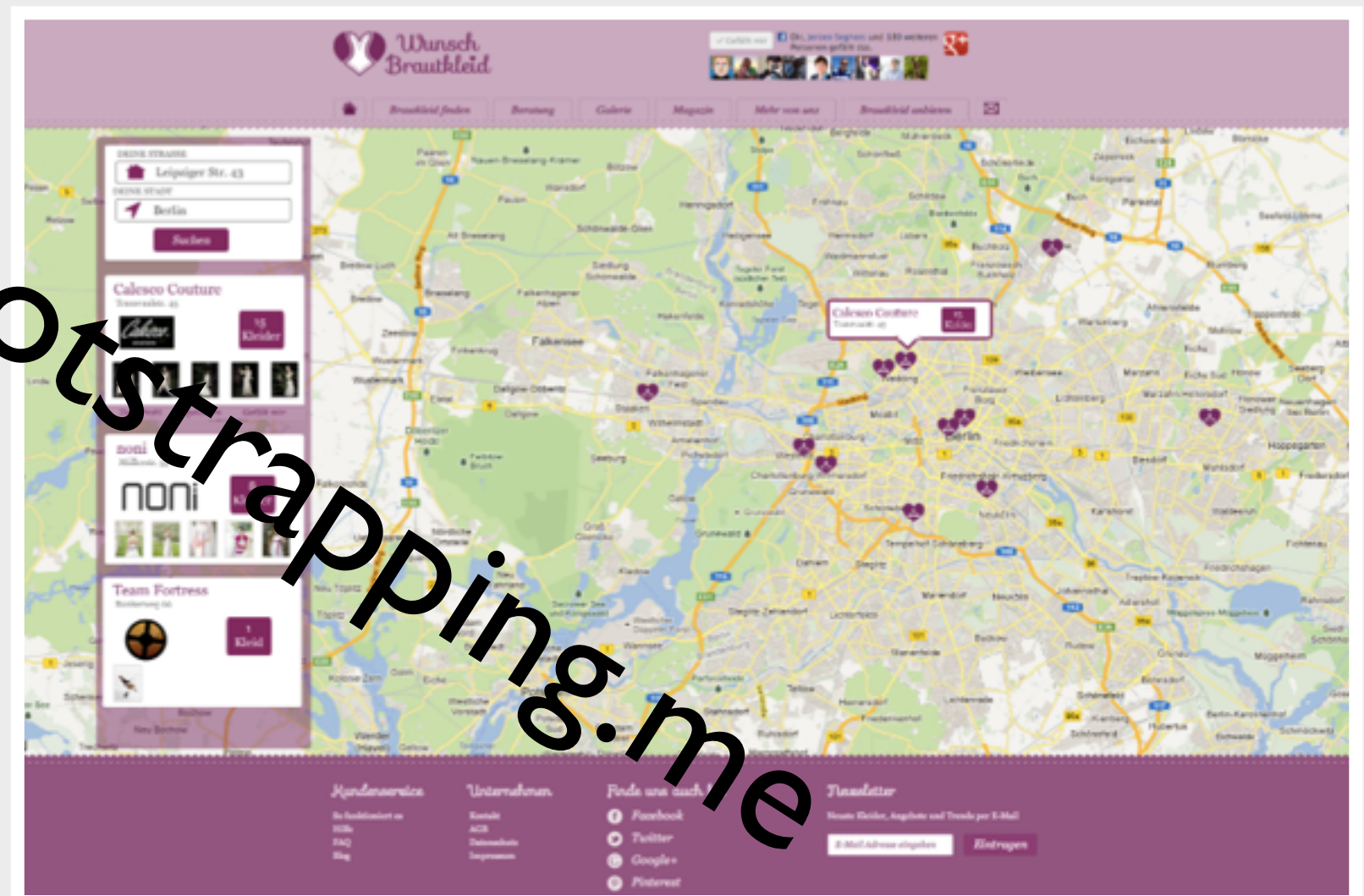
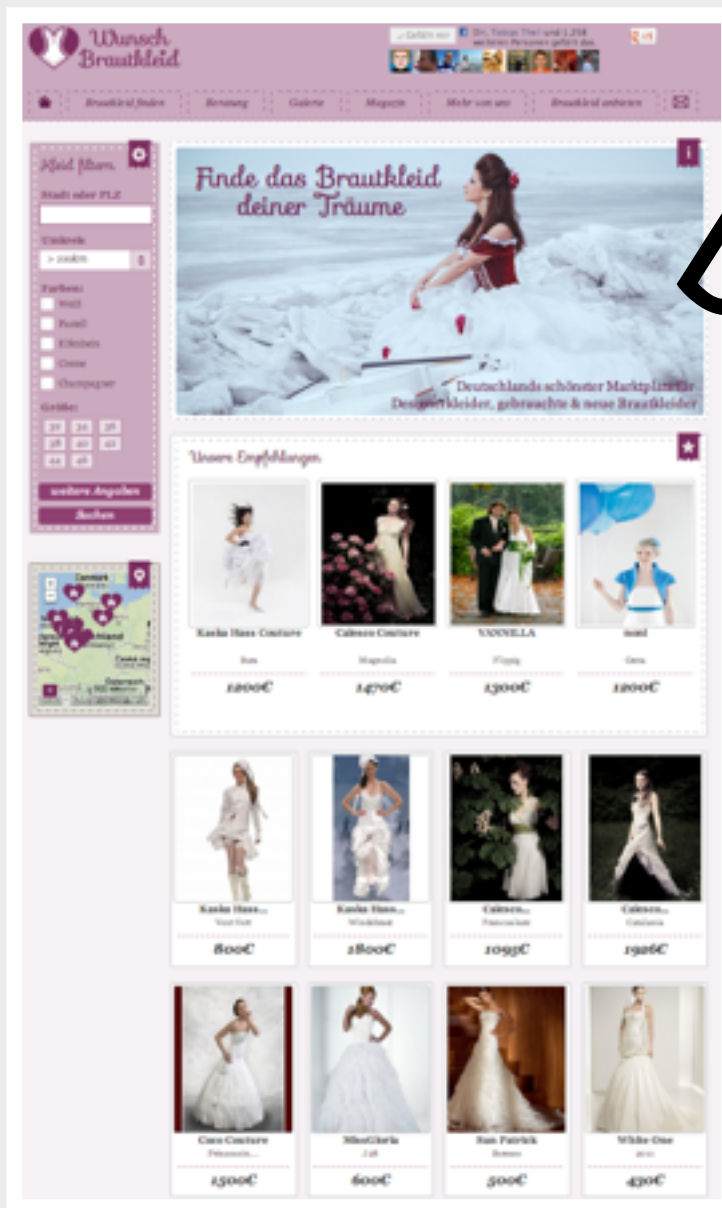
Appendix





We generate Leads for retailers: online, local, mobile, social

On Wunsch-Brautkleid.de women can find their perfect wedding dress. We forward these leads to Retailers & Designers, which will pay a monthly subscription fee.



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Our visitors call our website ,girly', ,structured' or ,female'. They love it. On our site women can search in many ways for their dream wedding

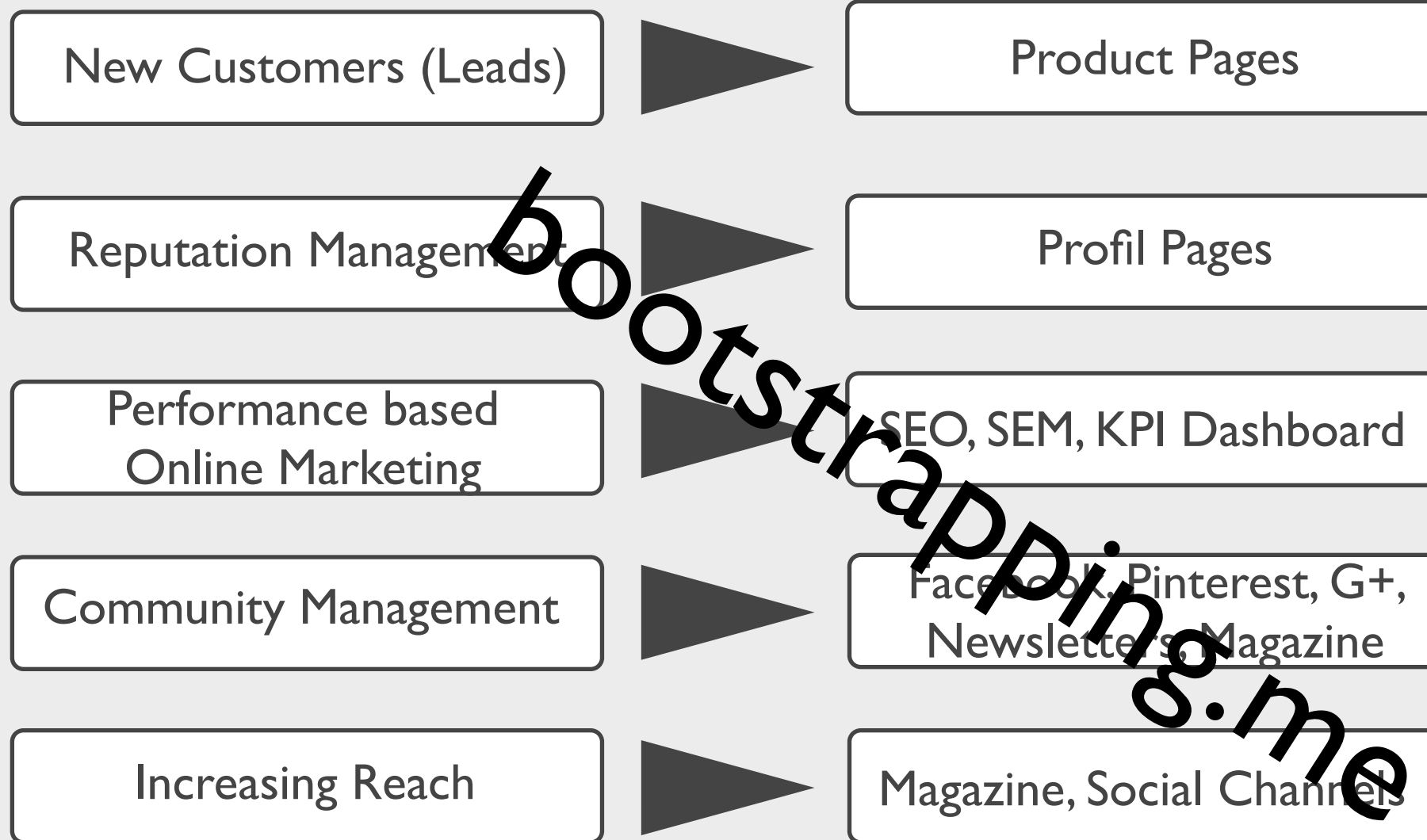
of this kind, which was designed to appeal to women and their taste. Around their dress, we show them where they can buy it.





And provide performance based marketing

Our customers do not understand the internet very well. We help them to gain new customers.



SEO = Search Engine Optimization
 SEM = Search Engine Marketing
 KPI = Key Performance Indicators
 CPC = Cost per Click

We offer our customers (designer, producer, retailer, tailor) the whole (with us, they can focus on selling and producing wedding dresses. We use their content (products = wedding dresses) to attract customers, improve and manage the community of wunsch-brautkleid.de. All they have to do it upload their products and pay a monthly fee. From there we take it.





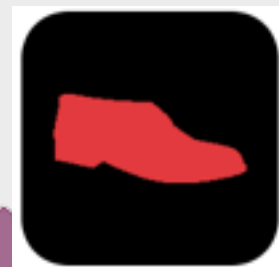
Our investment thesis

Weak competition, a large market and high margins.

A clear target group with high willingness to pay, stable consumption, global need, large basket size and many upselling opportunities.

The shift from offline to online ecommerce.

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Unlimited Happiness



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Contact

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